

This document is a draft Scope of Services for a future solicitation and is subject to change without notice. This is not an advertisement. Please respond to the contact listed for any feedback or comments that you would like to offer.

SECTION 2 - SPECIAL TERMS AND CONDITIONS

2.1 PURPOSE

The purpose of this Solicitation is to establish a contract for social media consultant services that will implement, improve and optimize a positive online and social media presence for the Animal Services Department with Miami Dade County in a structured way that will not only achieve visibility, but lead to tangible results (i.e. grand opening for new shelter, pet adoptions)

2.2 SMALL BUSINESS CONTRACT MEASURE

2.3 TERM OF CONTRACT

The contract shall commence on the first calendar day of the month succeeding approval of the contract by the Board of County Commissioners, or designee, unless otherwise stipulated in the Notice of Award Letter, which is distributed by the County's Procurement Management Services Division, and contingent upon the completion and submittal of all required Bid documents. The contract shall expire on the last day of the twelfth (12th) month.

2.4 OPTION TO RENEW

The initial contract prices resultant from this solicitation shall prevail for a one (1) year period from the contract's initial effective date. Prior to, or upon completion, of that initial term, the County shall have the option to renew this contract for an additional one (1) year period.

The County reserves the right to negotiate lower pricing for the additional term(s) based on market research information or other factors that influence price.

The County reserves the right to reject any price adjustments submitted by the vendor and/or to not exercise any otherwise available option period based on such price adjustments. Continuation of the contract beyond the initial period, and any option subsequently exercised, is a County prerogative, and not a right of the vendor. This prerogative will be exercised only when such continuation is clearly in the best interest of the County.

Should the vendor decline the County's right to exercise the option period, the County may consider the vendor in default which decision may impact that vendor's eligibility for future contracts.

2.5 METHOD OF AWARD AND SUBMITTAL REQUIREMENT**2.5.1 Method of Award**

Award of this contract will be made to the responsive and responsible vendor who submits an offer on the service listed in the solicitation. The County will award the total contract to a single vendor.

2.5.2 Submittal Requirements

- a) Submit three (3) references to demonstrate that the Vendor is regularly engaged in the business of providing Social Media Consultant Services. The references must be from customers that have received the services described in this solicitation within the last two (2) years from the Vendor. The County shall ascertain from these references to its satisfaction that the Vendor has sufficient experience and expertise providing social media consulting services.
- b) Identify and list the background credentials of the Lead Consultant that will be working on project.

2.6 PRICES

Price shall remain firm and fixed for the term of the contract. Said services shall be bid as one lump sum item to include services, as detailed in Section 3, Technical Specifications.

2.7 PURCHASE OF OTHER SERVICES NOT LISTED WITHIN THIS SOLICITATION BASED ON PRICE QUOTES

The County has listed the specific services required in Section 3.2 of this solicitation. It is understood that the County may purchase additional social media consulting services during the term of this contract. Under these circumstances, a County representative will contact the awarded Vendor to obtain a price quote for such services.

2.8 RIGHTS TO CREATED CONTENT

The Client will retain the right to all content created by the Consultant for the Client while under contract.

2.9 RIGHTS OF CONTROL

The Client retains the right to approve or agree with all actions taken on their behalf. If at any time the Client does not agree with an action taken by the Consultant, after notification the Consultant must immediately post a retraction and mitigate any potential negative impact to the Client.

2.10 INDEMNIFICATION AND INSURANCE

Contractor shall indemnify and hold harmless the County and its officers, employees, agents and instrumentalities from any and all liability, losses or damages, including attorneys' fees and costs of defense, which the County or its officers, employees, agents or instrumentalities may incur as a result of claims, demands, suits, causes of actions or proceedings of any kind or nature arising out of, relating to or resulting from the performance of this Agreement by the Contractor or its employees, agents, servants, partners principals or subcontractors. Contractor shall pay all claims and losses in connection therewith and shall investigate and defend all claims, suits or actions of any kind or nature in the name of the County, where applicable, including appellate proceedings, and shall pay all costs, judgments, and attorney's fees which may issue thereon. Contractor expressly understands and agrees that any insurance protection required by this Agreement or otherwise provided by Contractor shall in no way limit the responsibility to indemnify, keep and

save harmless and defend the County or its officers, employees, agents and instrumentalities as herein provided.

The Contractor shall furnish to the Internal Services Department / Procurement Management Services, 111 NW 1st Street, Suite 1300, Miami, Florida 33128-1989, Certificate(s) of Insurance which indicate that insurance coverage has been obtained which meets the requirements as outlined below:

A. Worker's Compensation Insurance for all employees of the Contractor as required by Florida Statute 440.

B. Commercial General Liability Insurance on a comprehensive basis in an amount not less than \$1,000,000 combined single limit per occurrence for bodily injury and property damage. Coverage must include Advertising Liability. **Miami-Dade County must be shown as an additional insured with respect to this coverage.**

C. Automobile Liability Insurance covering all owned, non-owned and hired vehicles used in connection with the work, in an amount not less than \$300,000 combined single limit per occurrence for bodily injury and property damage.

The insurance coverage required shall include those classifications, as listed in standard liability insurance manuals, which most nearly reflect the operations of the Contractor.

All insurance policies required above shall be issued by companies authorized to do business under the laws of the State of Florida, with the following qualifications:

The company must be rated no less than "A-" as to management, and no less than "Class VII" as to financial strength, by Best's Insurance Guide, published by A.M. Best Company, Oldwick, New Jersey, or its equivalent, subject to the approval of the County Risk Management Division.

or

The company must hold a valid Florida Certificate of Authority as shown in the latest "List of All Insurance Companies Authorized or Approved to do Business in Florida" issued by the State of Florida Department of Financial Services.

NOTE: CERTIFICATE HOLDER MUST READ:

**MIAMI-DADE COUNTY
111 NW 1ST STREET
SUITE 2340
MIAMI, FL 33128**

SECTION 3 – TECHNICAL SPECIFICATIONS

3.1 SCOPE OF WORK

Miami-Dade County hereinafter referred to as “the County”, as represented by the Miami-Dade County Animal Services Department (ASD), is soliciting bids from qualified firms for the provisions of Social Media Consultant Services. The awarded Bidder shall provide social media consulting services that shall foster positive public sentiment for ASD; promote pet adoption special events; promote all shelter programs; promote and explain the services offered by ASD; and provide another component of accessible customer service.

3.2 SERVICES TO BE PROVIDED

1. Development and Execution of Social Media Strategy
2. Provide Daily Social Media Management Services
3. Provide a clearly defined social media campaign for the ASD Shelter Relocation/Grand Opening.
4. Provide a clearly defined plan to expand social media presence and sustain growth of shelter programs.
5. Use social media and web analytics to measure and report on audience engagement and provide solutions for growth.
6. Analyze and advise on strategy and tactics for reputation management and social media monitoring and advising on the changing landscape of social media.
7. Assist with development of a social media policy tailored to ASD needs while in alignment with the goals of the County.
8. Integrate digital content so that any social media posts, tweets or pictures eventually lead to ASD website.
9. Develop protocols for strategic and rapid response to trending complaints specific to the shelter.
10. Develop campaigns to increase the visibility of the Animal Services Department on the following social media platforms: Facebook, Twitter and Instagram.
11. Provide Social Media cross pollination and marketing integration plan to ensure all client media outlets are integrated and draw on one another for a consistent message.

3.3 DELIVERABLES

The following deliverables are to be provided:

1. Spreadsheet detailing cases pending and/or resolved as a result of social media complaints and/or concerns. (bi-weekly)
2. Develop and provide reports outlining all Proactive social media campaign developed by the Consultant. (bi-weekly)
3. Report on the analytics that detail the analysis and recommendations for social media (ie. Facebook, Twitter, Instagram) with details of the traffic and likes (bi-weekly)
4. Editorial Calendar outlining the following weeks plans and media release content (weekly)
5. Meeting with the Client at the conclusion of each thirty (30) days to discuss the campaign's progress and discuss strategies for the upcoming period. (monthly)